



STATE OF MONTANA DEPARTMENT OF REVENUE JOB PROFILE

Working Title

Liquor Public Relations Specialist

Job Code Title

Public Relations Specialist

Pay Band

07

Job Code Number

273317

Liquor Control Division

Administrative Team

Fair Labor Standards Act

Non-Exempt

The Montana Department of Revenue administers more than 30 state taxes and fees; establishes values for taxable property, including agricultural land, residential real estate, commercial real estate, forest land, business equipment, railroads and public utilities; supervises the operation of the state liquor stores and agencies and administers the laws governing the sale, taxation, and licensing of alcoholic beverages; and returns unclaimed property to its rightful owners.

The Liquor Control Division administers the state's Alcoholic Beverage Code which governs the control, sale, and distribution of alcoholic beverages. The division provides customer service with a focus on public safety to ensure a safe, orderly, and regulated system for the convenient distribution and responsible consumption of alcoholic beverages. The Liquor Control Division includes the Administrative Team, Liquor Distribution Unit, and Liquor Licensing Bureau. The Administrative Team oversees the daily management of the division. This group of staff consists of the administrator, management officer, and division support staff.

Job Responsibilities

The Liquor Public Relations Specialist establishes and maintains cooperative relationships with representatives of community, consumers, employees, and public interest groups. The incumbent plans and directs development and communication of informational programs to maintain favorable perceptions of liquor control programs and develops public relations strategies to educate the public; promote ideas, products, and services; and develops community partners in controlling alcohol. This includes developing and evaluating public outreach and information programs, educational and training sessions, and marketing campaigns. The position reports to the Liquor Control Division Administrator and does not supervise other staff.

- **Coordinating Public Information and Training 60%**

1. Ensures compliance, quality, and consistency in providing training to license holders and servers. Analyzes available information and current needs to determine gaps in knowledge that need to be addressed; trains and manages volunteer trainers; develops and presents educational programs to interest groups and staff; and maintains a database of program performance measures.
2. Develops strategic plans for outreach, education, and training programs related to liquor licensing, distribution, sales, use, and law enforcement. Researches and evaluates agency, business, and community needs; statutory requirements; and program objectives to develop plans that maximize resources in achieving agency goals.

3. Develops operational policies and procedures for outreach, education, and training programs. Establishes standard methods for curriculum development, media relations, department advocacy, and other public relations.
4. Develops training curricula based on research and evaluation of agency, business, and community education needs; department objectives; and current information. This includes establishing or approving educational goals, lesson plans, training manuals, student guides, presentation materials, evaluation tools, and other components.
5. Evaluates the effectiveness of outreach, education, and promotional plans and programs to determine appropriate changes and enhancements. Establishes objective and measurable standards for assessing progress toward goals; conducts regular program evaluations; evaluates outcomes; and develops and incorporates enhancements.
6. Manages the implementation of individual education projects to ensure the effective delivery of complex information and training. Analyzes statutory requirements, general business processes, typical law enforcement operations, and other factors to present relevant and accessible information to licensees, liquor stores, local officials, community groups, and others.
7. Develops educational materials designed to meet specific project objectives, target audiences, and resource parameters. Coordinates with training specialists, license holders, community groups, and others to design, produce, and deliver training materials and programs.
8. Develops and maintains a database of trainers and individuals trained in each community. Gathers data necessary for developing performance measures. Evaluates the effectiveness of programs and trainers. Ensures the programs meet the department's mission and vision.
9. Responds to requests for assistance and information regarding outreach and education and training. This includes general inquiries as well as specialized requests from state and local officials, businesses, and others.

- **Program Implementation 35%**

1. Manages the implementation of individual outreach and promotion projects to ensure the effective presentation of high-profile and sensitive information such as statewide campaigns, special promotions, and enforcement efforts.
2. Develops promotional materials designed to meet specific project objectives, target audiences, and resource parameters. Coordinates budgets, formats, and schedules with marketing personnel, designers, media venues, and others to design, produce, and deliver various materials.
3. Researches, develops, and submits grant proposals to solicit funding for ongoing program development, special projects, and partnership opportunities.
4. Responds to information requests and questions regarding outreach and promotion programs and activities. This includes general inquiries as well as specialized requests from state and local officials, businesses, and others.
5. Coordinates with other agencies' staff such as Justice or Health and Human Services; business and community interests; and other partners to identify and incorporate common goals, resource sharing opportunities, and technical expertise in implementing plans.
6. Develops specialized outreach programs and materials to promote community awareness through public media campaigns, targeted marketing, branding, and other methods. Develops or approves communication themes, venues, schedules, materials, and target audiences to maximize impact.

- **Other Duties as Assigned 5%**

1. The incumbent performs other duties as assigned by the supervisor.
2. Advises agency executives on program management and policy issues.
3. Attends ongoing training and professional development activities.
4. Coordinates special projects.

Job Requirements

To perform successfully as a public relations specialist, the incumbent must be self-motivated; possess a strong work ethic; maintain a positive attitude; and enjoy working with, and for, the public. Skills in multi-tasking; paying attention to details and accuracy; mathematics; communicating effectively through writing, public speaking, and editing; and using word processing, spreadsheet, and database applications are required. The incumbent is required to analyze complex issues; identify others' underlying concerns and motives; deal with controversy and hostility in a professional and objective manner; and establish effective relationships with others. Incumbent is required to exercise discretion and judgment in handling confidential and sensitive information.

The position requires knowledge of communication theory, public and media relations, and public administration. The position also requires knowledge of business processes and applicable statutes related to liquor control including licensing, sales, and distribution; adult education and training techniques; program planning and project management; and general knowledge of desktop publishing and design principles.

- The minimum level of education and job-related work experience needed as a new employee **on the first day** of work is bachelor's degree in public relations, communications, business or public administration, education, or related field and five years of job-related work experience.
 - Work experience should be made up of public relations, coordinating and conducting media campaigns, branding, marketing, adult education, or related areas.
 - Other combinations of education and experience will be evaluated on an individual basis.

Department Core Values

- **Respect:** As a representative of the people of Montana, proceeds with the highest level of respect for the dignity of every person contacted through work. Without exception, all people are treated as equally as possible. The employee is a faithful steward of the resources provided to this agency by the citizens of Montana.
- **Integrity:** Conducts work honestly and makes decisions that establish a clear record that the department serves the public with integrity. Apologizes for mistakes and gives credit to others for their cooperation, work, and ideas in achieving positive results. Accountable for their actions and holds others accountable for theirs. Decisions and judgments achieve equity and justice for all parties involved including citizens and co-workers.
- **Productivity:** Consistently strives to minimize the waste of the department's financial, facilities, and human resources. Diligently works to improve the productivity and effectiveness of the work unit. Welcomes and encourages new ideas on improving the results of the department from the public, other officials, colleagues, and supervisors. Approaches work in a manner that builds goodwill, trust, and cooperation internally with other staff and externally with the public.
- **Teamwork:** Maximizes cooperation and teamwork when working with other employees, divisions, and other state agencies. Willing to work with others for the opportunity to learn from their ideas, talents, and knowledge. Seeks to resolve conflicts with other employees and work units in an open and respectful manner that reinforces teamwork. Celebrates the successes of others.

Working Conditions

Must work under time constraints, be able to maintain numerous projects at one time, and determine priorities on a daily basis. At times, the incumbent will deal with angry, hostile, and difficult individuals to resolve concerns or to bring about compliance with regulations. This may cause stressful work conditions and a high degree of mental stress. As a Department of Revenue employee, the incumbent may come into contact with highly confidential financial and tax information and is required to maintain the highest level of confidentiality regarding all information acquired or used in performing this job. This position requires considerable computer and keyboard use. The incumbent may spend considerable time on the phone. The work involves frequent travel, sometimes under unfavorable conditions and circumstances. A valid Montana driver's license is required. Work hours may exceed 40 hours per week from time to time. Lifting is infrequent, less than 15 pounds and includes carrying light items such as

papers and books and occasionally pushing or moving carts or large items when transporting training materials to out-of-town sessions. This job requires regular attendance as scheduled by the supervisor. This job cannot be performed at an alternate work site.

Special requirements

- Background Examination: Applicants for this position will be subject to a criminal background review before being considered for employment. Individual circumstances involving a criminal conviction will be reviewed to determine an applicant's eligibility for employment.
- Compliance with All Appropriate Montana Tax Laws: An employee's tax status must be current.

This job profile was produced by the Office of Human Resources in conjunction with the appropriate managers.

Division Administrator Review: The statements in this job profile are accurate and complete.

Signature: Shauna Helfert, Division Administrator Date: August 2010

Human Resource Director Review: The Office of Human Resources has reviewed this job profile.

Signature: JeanAnn Scheuer, Human Resources Director Date: August 2010

Employee: My signature below indicates I have read this job profile and discussed it with my supervisor.

Signature: _____ Date: _____

Name (print): _____